GRADE LEVEL/UNIT TITLE: 11-12/Understand Entrepreneurial Opportunities   Course Code: 034206   CIP Code: 52.0101

COURSE INTRODUCTION:

A program that prepares individuals to perform the duties of special assistants and personal secretaries for practicing physicians and nurses, health care facilities and services administrators, and other health care professionals. Includes instruction in business and medical communications, medical terminology, principles of health care operations, public relations and interpersonal communications, software application, record-keeping and filing systems, scheduling and meeting planning, applicable policy and regulations, and professional standards and ethics. Program may include instruction in medical transcription.

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UNIT DESCRIPTION:	SUGGESTED UNIT TIMELINE: 1 MONTH
Students will understand business ownership and how to start a business.	CLASS PERIOD (min.): 50

ESSENTIAL QUESTIONS:

1. How can one be successful in owning a business or working in the business world?

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
1. Describe characteristics of a free enterprise economic system (e.g., ownership of property, profit motive, risk taking, competition, supply and demand)					ECON.II.1.2 ECONII.2.3	2
2. Compare and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, cooperative)					BL.IV.A.2.1 BL.IV.A.2.2 BL.IV.B.1.1 BL.IV.C.1.2	3
3. Analyze the risks and rewards of business ownership					ENTRE.I.A.3.2	4
4. Identify steps necessary to start a business (i.e., need evaluation, site selection, marketing plan, financial plan, management plan)					ENTRE.IX.2.3 ENTRE.IX.3.1 ENTRE.IX.3.2 ENTRE.IX.3.4	4
5. Explore the career implications of e-commerce for entrepreneurs and employees					ENTRE.VI.D.3.3 CD.III.F.3.1	2
6. Compare and contrast marketing strategies					MARK.I.4.4	3

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ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)

Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
1, 4, 6	1. **Independent learning, student research**
2, 3	2. **Independent learning, student research (see below)**

Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1, 4, 6	1. **Students will develop each component of a business plan that outlines strategies for starting their own new business.**
2, 3	2. **Students will use the website to complete activities that discusses the various forms of business ownership. (see below)**

UNIT RESOURCES: (include internet addresses for linking)

http://fsweb.bainbridge.edu/techprep/WEactivitylist.htm

Resources@MCCE - MCE DVD ROM 60, Introduction to Marketing: DE Visuals, SUNRISE, FL, DE VISUALS, 2008. Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning. Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes.

Resources@MCCE - AG KIT 7, EntrepreneurShip Investigation (ESI): Board of Regents of the University of Nebraska, LINCOLN, NE, BOARD OF REGENTS OF THE UNIVERSITY OF NEBRASKA, 2008. EntrepreneurShip Investigation (ESI) is an interactive and comprehensive curriculum project designed for students aged 10 to 19. ESI uses a variety of tools to help participants develop their entrepreneurial skills and find their business niche. After completing the curriculum, students will have been presented with the skills and tools to start their own business, and will have

completed a business and marketing plan.

Resources@MCCE - BE DVD ROM 35, E-Commerce in Business: Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2003. This program presents compelling case studies of the Internet's use in capturing and exploiting new markets. Three leading e-commerce initiatives include: analyzing the growth, revenue and future of MP3's Web site, visiting Ford's online "showroom" and showcasing the customer benefits of Coronet - Fashion at Work's online planning system. Grades 9 and up. 30 minutes.

Resources@MCCE - MCE DVD ROM 10, Internet Shopping in the 21st Century: Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. This program links two innovators who really know e-commerce: Amazon.com's Jeff Bezos, standard-bearer for all companies operating solely online, and David Dyer, president and CEO of Lands' End, who expanded his brand into cyberspace as well as into the clothing department of Sears to make his business a leader in the apparel arena. Together they address the challenges of e-tailing in the post-New Economy world while MBA students and faculty ask questions about internet privacy, the commercial digital divide, and consumer demands for very rapid delivery. 57 minutes.

Resources@MCCE - MCE CD ROM 20, Economic Utilities: CEV Multimedia, LUBBOCK, TX, CEV MULTIMEDIA, 2005. Microsoft® PowerPoint® — Economic utility refers to the level of satisfaction a customer receives from using a company's product or service. This Microsoft® PowerPoint® presentation discusses how economic utility is measured, and how it factors into the various marketing efforts performed by companies. Various product categories are examined along with the marketing strategies used to help increase economic utility. 90 slides. Requirements: Adobe® Acrobat® Reader®, Win 2000/XP/Vista, MAC OSX